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ADVERTISING PAYS

Promoting the Progress of the Beach and Bay Sections of San Diego and the Entire Point Loma Peninsula

Comprising Ocean Beach, Pacific Beach, Mission Beach, Chatsworth, Catalina, Glenartney, Loma Portal, and Point Loma Heights

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VOL. 2—NO. 1 | KIRK SMITH, Editor-Owner | Ocean Beach, California, Friday, November 23, 1923 | PHONE POINT LOMA 17 | FIVE CENTS THE COPY

Ocean Beach "Ad" Club

* * *

The board of directors of the recently organized body of prominent and progressive citizens, for promoting publicity for Ocean Beach, have adopted the title:

OCEAN BEACH "AD" CLUB.

The purpose of the club will be primarily to put Ocean Beach on the map, first, last and all the time, by the use of highway signs, stickers, placards, newspaper and magazine advertising, time table notices and every sort of advertising that may tend to give worthy publicity to OCEAN BEACH.

A special committee, composed of F. B. McElwee and "Bert" Schneider, have already arranged to secure a thousand attractive stickers in two colors, bearing the words, "Member Ocean Beach 'Ad' Club, Ocean Beach, San Diego, 1924." These stickers are now in process of printing by "The Beach News" Job Dept., and a special membership drive will soon be inaugurated among the residents of the community for the new boosting organization.

Let's get together and all join!

OCEAN BEACH "AD" CLUB

Mail your Xmas parcels early.

IMPROVEMENTS

PROPOSED REMOVAL OF PRESENT NIAGARA STORE TO NEWPORT AVENUE

Betwixt the weeks of Thanksgiving and Christmas, the business district on Newport avenue, between Bacon and Breeze streets, will be improved with the addition of another store.

The building on Niagara avenue, formerly occupied by the O. B. cleaning establishment has been bought by W. F. Taylor, who will have it removed soon to his lot on Newport avenue, adjoining the new Beauty Shop. The addition of this business place will leave a gap of only twenty-five feet in the block, the vacant property being owned by a non-resident who lives in Detroit, Michigan.

Mr. Taylor states that he will remodel the store upon its removal for a special line of business to be announced later.

M. Taylor is the enterprising proprietor of the Taylor Corset Shop at 1031 Sixth street, San Diego, and is the owner of several parcels of propety at Ocean Beach, Mission Beach and Pacific Beach. He is an optimist of the first water and is a firm and enthusiastic believer in the great future of the beach districts.

Kodak Finishing FROIDE'S op. P.O.*

PROSPECTIVE BUNGALOW COURT

Mrs. Eva L. Sullivan, having disposed of her real estate business in San Diego, is now permanently located in her new home at 4934 West Point Loma boulevard. Later she will build a bungalow court on this site. Mrs. Sullivan has just returned from a month's visit in Los Angeles and Hermosa Beach and brought back as her guest Mrs. A. M. Foster of Minneapolis, Minn.

Wonderful Improvements Predicted For Mission Beach

WONDERFUL DEVELOPMENT WITHIN NEXT TWO YEARS SAYS CLAUS SPRECKELS

Preliminary work is rapidly progressing on the double track electric car line that will link the three beaches with San Diego. The supply track across the flats is being laid at the rate of nealy a mile a day and the line of trolley poles gives a very promising idea of the fast line route. Hundreds of workmen are busy in Mission Beach preparing the ground work for the $2,000,000 improvements toward making that resort the safest, best and most desirable amusement playground on the Pacific coast.

Counteracting the cry of croakers that "It can't be done," and rebuking the plaint of pessimists, Claus Spreckels, general manager of the San Diego Electric Railway, has declared that **within two years the development of Mission Beach as a splendid seashore resort would attract attention from everywhere.**

At a big meeting of the American Association of Engineers this week Mr. Spreckels outlined some of the remarkable plans of improvement now under way and spoke of the gigantic bathhouse of 1300 rooms to be built, as well as the erection of one of the largest and safest ocean pleasure pies in California, asserting that if there were no engineers the development would not have been possible.

Work is being pushed at top speed preparing for the whole Mission Beach development.

BROWN'S

Souvenir and Stationery Store

Buy your CHRISTMAS PRESENTS early. We have a full line of Ornamental Leather Goods, Abalone, Jewelry, and Novelty Goods, 5041 Newport avenue, Ocean Beach. —adv.

GOOD OLD-FASHIONED NEW ENGLAND DINNER

Mr. and Mrs. C. M. Taller, who so ably conduct the Alligator Rock Lodge in the beautiful Sunset Cliffs section of Ocean Beach, are arranging to serve a real old-fashioned New England dinner, with turkey and all its fixings, at $2.00 per person. For reservations phone Point Loma 327-J.

Special Apron and House Dress Sale at THE NEWPORT SHOPPE Saturday and Monday, Nov. 24 and 26. $2.50 Aprons at $1.89; $2.00 Aprons at $1.49; $1.25 and $1.50 Aprons at 95c. Also many other BARGAINS in Dresses, and Aprons. Drop in and look them over.

THE NEWPORT SHOPPE

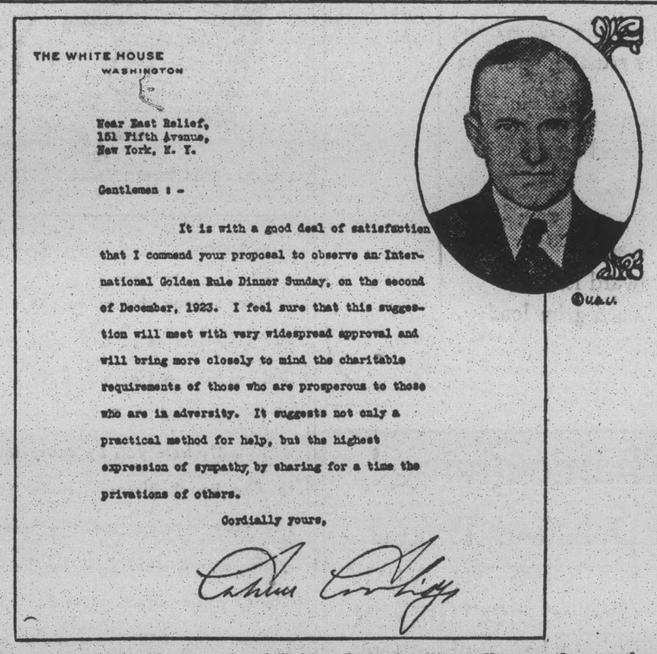
"JACK" IMPROVES PROPERTY

T. J. Ellis, the enterprising painting and building contractor, popularly known as "Jack," has finished the interior of the new house at 4811 Brighton avenue which he recently sold to Mrs. May Gage Smith. The property has also been fenced, durable walks laid and other modern improvements made.

SPECIAL TEMPERANCE LECTURE

Next Sunday at 11 a. m. a special temperance meeting will be held at the First Baptist Church. An interesting lecture will be delivered by Mrs. Hattie Young, State recording secretary of the W. C. T. U. The public is cordially invited.

COOLIDGE ASKS NATION TO OBSERVE "GOLDEN RULE SUNDAY" ON DEC. 2



THE WHITE HOUSE
WASHINGTON

Near East Relief,
151 Fifth Avenue,
New York, N. Y.

Gentlemen : -

It is with a good deal of satisfaction that I commend your proposal to observe an International Golden Rule Dinner Sunday, on the second of December, 1923. I feel sure that this suggestion will meet with very widespread approval and will bring more closely to mind the charitable requirements of those who are prosperous to those who are in adversity. It suggests not only a practical method for help, but the highest expression of sympathy, by sharing for a time the privations of others.

Cordially yours,

Calvin Coolidge

The plans for the observance of Golden Rule Sunday call upon the people of America to serve a menu in their homes similar to that served in the orphanages in the near east, the difference in cost of the orphanage menu and the ordinary meal to be contributed to orphanage work overseas. The observance is very appropriately fixed for the Sunday following Thanksgiving. Having on Thursday partaken from well-laden tables as a token of rejoicing in the prosperity of America, it is fitting that on the following Sunday people give special consideration to the needs and distress of those who are less highly favored.

Pin a Dollar Bill

To This SUBSCRIPTION Blank
Fill in Your Name and Address
and Mail to

The Beach News, Ocean Beach, Calif.

Herewith please find One Dollar ($1.00) for Yearly Subscription to *The Beach News*.

Name _____

Address _____

Mail your Xmas parcels early.

Movies

LATEST BIG FEATURES AT THE OCEAN THEATRE

Manager Ray Ericsson isn't missing a trick during this holiday period in the way of securing the biggest, best and latest film features for his patrons at the Ocean Theatre, where large audiences continue the rule. The schedule for the current week is given in detail on another page in the regular display announcement.

Newstand, next to Postoffice *

LONG SENTENCE AND OPERATION ORDERED FOR ATTACK ON CHILDREN

A news dispatch from Los Angeles states that Joseph Merkel, who was convicted on charges of having attacked two children, was sentenced last Tuesday to serve 75 years in the San Quentin penitentiary and to undergo "an operation to prevent procreation" in what is believed to be the first judgment of its kind handed down under the new California law.

FIREMEN'S ANNUAL BALL

The fourteenth annual ball for the San Diego Firemen's Relief association will be held at the civic auditorium, Balboa Park, on Thanksgiving evening, November 28th, at 8 p. m. If you haven't purchased a ticket, get busy and buy one NOW, and help to swell the fund for those who always stand ready to help you.

Classified Ads Get Quick Results.

Mail your Xmas parcels early.

Sports

TWELFTH DIVISION BALL GAME SCHEDULED ON SUNDAY AFTERNOON

Manager L. A. Shaffer states that he has arranged for a game between the Ocean Beach ball club and the Twelfth Division Navy team at the local grounds next Sunday afternoon and it promises to be a rattling good contest. Be there, ye fans, no fooling!

Stationery Supplies, Froide's, op. P.O

HENRY EULBERG CIRCULARIZING

Keeping the Ocean Beach Garage ever to the fore, Henry Eulberg, the enterprising proprietor of that well patronized establishment on Newport avenue, is sending circulars to motorists calling attention to his splendid equipment and facilities for automotive service. Particular attention is also called to his special low prices on tires of certain sizes. Give him a call.

ABOUT PRINTING PRICES

All job printing by "The Beach News" carries the Union Label and all estimates are made in accordance with the Franklin Price List, our prices for standard printing being precisely the same as any Union office in the city. Quality and service unexcelled. Give us a trial. Phone Point Loma 17.

REFUGEE MEAL FOR AMERICANS

Whole Country Asked to Adopt Orphanage Menu for Just One Sunday Dinner.

RELIEF HAS SAVED MILLION

People of All Nations Will Figuratively Gather Around Same Table as Practical Sign of Sympathy With Near East Sufferers.

How many comfortably fed, clothed and housed Americans will sit down to a Sunday dinner of rice, corn grits and soup—typical orphan fare—on December 2, as a practical test of the golden rule?

The question is asked today by Charles V. Vickrey, general secretary of Near East Relief, who is in charge of the plans for the general observance throughout the United States of "Golden Rule Sunday." In an interview, Mr. Vickrey said:

"If American people will renounce for one meal the food they are accustomed to eat, and contribute the difference in cost to the support of starving children in the near east, the situation in Greece, Armenia and Palestine will become infinitely more real to them.

"I have recently returned from several months in those countries. America is a name to conjure with there. Bitter reproaches are heard against nearly every other country, but none against us. That is because people realize that Americans have gone to them with a helping hand and a square deal, rather than with the mailed fist.

"America could well have afforded to have spent every penny of her relief funds as a long-sighted, cold-blooded business proposition. The goodwill that has resulted from relief work in the near east is of incalculable value. When these orphans we are caring for today grow to manhood, they will become the leaders of their nations and their eyes will turn toward America.

"At least a million persons in the near east would not be alive today had it not been for American aid. Even today, 100,000 persons are being cared for day to day by the Near East Relief, mostly women and children who would probably perish in a few days or weeks if the work ceased.

"Our workers are now concentrating not only on the physical care of our 50,000 orphans, but on their industrial training as well. At the age of 16, when an orphan leaves our care, he is equipped to enter some useful trade or business. In Narazeth there are boys working in our carpenter shop a few feet from the spot where Christ toiled. In Macedonia, hundreds of Greek orphans are learning farming in the atmosphere where Paul spent many years in establishing the first European churches.

"Five dollars a month provides food and physical necessities for an orphan, and $100 a year provides for his education as well. The observance of Golden Rule Sunday by a million American families will provide enough funds for thousands of orphans.

"When people break bread together, they become friends. On this International Golden Rule Sunday people of all nations figuratively will gather around the same table, partaking of the same food representing the menu which the unfortunate children of the near east hope, by the benevolence of the West, to eat 365 days in the year. But even this simple menu the orphans cannot have unless the rest of the world practices the Golden Rule."

It will do your EYES good to see CASTIEN, 533 B st. *

BUILDING PERMITS

R. C. Burdette has secured a permit for a frame cottage at 4819 Santa Cruz avenue to cost $1800.

Hugh McCullough will erect a thousand dollar California bungalow at 4736 Narragansett avenue.

J. E. Dunbar has taken out a $3000 permit for the construction of a new house on Cape May avenue, between Cable and DeFoe streets.

F. S. Runyon, per J. W. Jobes, frame store building, 1906 De Foe street, $1000.

Newstand, next to Postoffice *

Ocean Beach needs a branch bank.

Subscribe Now

* * *

Ocean Beach subscribers may find it convenient to leave their yearly subscription to The BEACH NEWS at any of the following places, where receipts will be duly given:

Ocean Beach Pharmacy.
Faber's O. B. Grocery.
Froide's Foto Finishing Co.
Fremont Club Cigar Store.
Mrs. Jordan's "Peek-In" Tea-Room.
Mrs. Parmalee's station Newsstand.

Mail your Xmas parcels early.

LIFE SAVERS

JUNIORS AND SENIORS SPLENDIDLY ORGANIZED BY CAPTAIN WALTER FIELD

The Junior and Senior Life Saving Corps of the American Red Cross, at Ocean Beach, which was organized some time ago by Capt. Walter Field of the Life Guards, are pregressing very fast. On Sunday morning, November 18, at Los Banos plunge in San Diego an examination was held under the official supervision of Capt. Fields and Prof. John A. Jackson of San Francisco, who is the official examiner of the northern city, and is in San Diego at present on a visit. Captain Fields was formerly American Red Cross examiner for the Northwestern Division at Seattle and is now instructor and examiner for San Diego.

The Ocean Beach boys under Capt. Field's instruction have done remarkable work in warning bathers of dangerous places and otherwise assisting life guards on the beach. At the present time they are being instructed in all branches of life saving and by the time the summer season of 1924 arrives Ocean Beach will have one of the largest and finest life saving corps on the coast.

The following boys of the Junior Corps passed a very high test:

Theron Cline, Arnold Losey, Walter Varney and Harry Northern, as well as M. Jones' and Harold Reams of the Senior Corps. In the near future, another test will be held and the following boys will be passed upon: Carlyle Cline, William Henning, Tom Hanmore, Edwin Plummer, Dan Humason, George Harper, Preston Humason, Elmer Henning, Joe Varney and Bob Williams.

O. B. DRY GOODS STORE

Before you go elsewhere, folks, come and look over our stock of CHRISTMAS GOODS at the

O. B. DRY GOODS STORE

WRIST WATCHES FREE AT O. B. DANCE PAVILION

Manager William E. Benbough is happily distributing a gold wrist watch free to some lucky lady dancer every Tuesday night at the Ocean Beach dance pavilion, where good-sized crowds are filled with real holiday enthusiasm. Special new dance music is provided by Hugh Harrison's orchestra.

Kodak Films, FROIDE'S. opp. P.O.*

MRS. BREWER PASSES AWAY

At the home of her family in San Diego, Mrs. Helen M. Brewer, departed this life last Monday, Nov. 19, aged 26 years and 7 months. She was the wife of John A. Brewer, delivery agent in Ocean Beach for Cramer's Bakery, and two children survive her.

CLASSIFIED ADS GET QUICK RESULTS

Golden State
News of Interest to All

Thomas H. Fitch, pioneer newspaper man of Los Angeles and San Francisco, died at the Masonic home at Decoto, where he had lived for the past four years. He was an early-day congressman from Nevada and in 1860 stumped California for Lincoln. He had the distinction of reporting the Lincoln-Douglas debate at Freeport, Ill., for the Milwaukee Sentinel.

Superior Judge Reeve of Los Angeles dismissed contempt charges against an I. W. W. member, held under the injunction issued from Sacramento county. He ruled that the court had no jurisdiction on the matter outside the county where the injunction was isued.

A man answering the description of Dick Palmer, bandit, who twice escaped from San Quentin, is held in New York. His first escape was in 1919 and he was captured in New York. With two companions he picked a hole in the wall and again escaped in February, 1922.

The skull and bones of the "prehistoric" man unearthed at San Diego have been sent to the Museum of the American Indian, New York, for study. Other scientists, interested in the recent findings in the Burton mound, are flocking to the southern city.

Progressive plans for a 30-hour mail service between New York and San Francisco are given in a letter from the postoffice department to the San Francisco chamber of commerce. It appears that a dependable service may be expected by the beginning of 1925.

The state bureau of criminal identification is checking up the careers of the two men held at Stockton for the murder of Traffic Officer Pickett. The bureau believes they are responsible for many of the crimes in the southern part of the state.

Monterey county officers raided Canary Cottage at Pebble Beach and found all the paraphernalia of a modern gambling resort and a cellar filled with choice wines and liquors. Two men were arrested as proprietors and were later fined.

J. G. Moran, a Fresno policeman, recently underwent an operation and the attending surgeons found his appendix in his left chest, his heart on the right side, and that he had no left lung. Further than this deponent sayeth not.

At the San Bernardino Armistice ceremony a tablet to the twenty-two San Berdardino men who lost their lives in the World war was unveiled at the municipal auditorium, and another honoring the living service men.

The building material dealers of the state, representing about 200 concerns, will send delegates to Oakland November 24 to perfect an organization, the preliminary step of which was taken in Los Angeles, Oct. 26.

A number of San Francisco men who are interested in mines and mining went over the Grass Valley-Nevada county mining field recently at the invitation of the Nevada County Development Association.

The application of the city of Sacramento for permit to use the waters of the Silver creek watershed in a hydro-electric project will be taken up by the federal power commission, November 26.

The home of Frank Brown, on the Santa Rosa-Beltaine highway near Santa Rosa, was totally destroyed by fire of unknown origin while the family were on an auto trip to Petaluma.

Paul Eddleman and Ray Martin of Fresno face possible charges of manslaughter for killing Lois Oliver in that city recently, while trying to negotiate a street corner at racing speed.

Col. Austin Prescott, U. S. A. retired, is held at Fort McDowell while military authorities examine his transactions in the army finance department at the Presidio, San Francisco.

Seized with temporary insanity, William East of Oakland shot C. J. Gilban, an acquaintance, while walking with Gilban and his wife toward their home. He then killed himself.

A racing record of 1:06⅘ for five and one-half furlongs, which has stood for twenty-two years, was broken at Tanforan by Postillion when he covered the distance in 1:06 2-5.

The Los Angeles speedway, 1,000 feet of which was destroyed by fire, will be rebuilt in time to give auto racers a week's practice before the Thanksgiving classic.

Mrs. Frances McG. Martin, first school superintendent of Sonoma county, elected in 1868, is dead. She was also the first woman lawyer of that county.

Two indictments containing three counts were returned by the Los Angeles grand jury, charging A. W. Coote, stock broker, with embezzlement.

Internal revenue collections from 46,000 California women totaled $124,416,212 for the 1922 calendar year. Women head 7,506 California families.

New interest in gold mining in the Oroville district is evinced by inquiries received there relative to different idle properties.

A. S. Cooper, known as the "father of the Signal Hill oil field," was found dead in his office at Santa Barbara.

Orange county supervisors have prohibited all boxing bouts in that county for which an admission is charged.

At one session of the San Jose police court eighty-three motorists were fined a total of $803 for traffic violations.

Classified Ads Get Quick Results.

LOST: A FRIEND

By GRACE E. HALL

I loved you well. You seemed so very near
I fancied, oftentimes, you read my mind,
So much alike we were, so close and dear,
Finding our ideals always of one kind;
Seeking the self-same channels in our thought,
Our ideas just a little odd, maybe,
Our mental paths by others left unsought,
Though dearly cherished both by you and me.

Years merged like links within a chain and we
Seemed destined still to tread life's paths together;
Neither had thought of what might sometime be
Sufficient cause our loyal faith to sever;
Then came a test that tortured mind and soul—
I watched and waited while the acid burned,
Nor had one doubt 'twould leave you true and whole,
Though others laughed and all my trusting spurned.

Within one hour a life-time friendship died,
The ideals you had voiced all slipped away;
I found a stranger standing by my side,
And you meet one when I pass by each day;
There is no sadder notice on life's road,
Posted by travelers journeying toward its end,
Than that which bears—adding to each grim load—
The simple wording only: "Lost: A Friend."

Copyright by Dodd, Mead & Co., Inc.

CANDY for Thanksgiving!

Delicious Boxed Candies of your own selection, or in assorted combinations, made Fresh especially for THANKSGIVING.

OCEAN BEACH PHARMACY

Corner Bacon and Newport Ave. F. H. KRAFT, Prop.
We are as close to you as your phone—Call Point Loma 70-J

Alligator Rock Lodge

(Sunset Cliffs Section—Ocean Beach

Will serve an old-fashioned New England

Thanksgiving Dinner

TURKEY and all its Fixings, $2.00. For reservations

Phone Point Loma 327-J

OCEAN BEACH
PLUMBING COMPANY

Chas. H. Peltcher, Prop.
5068 NIAGARA AVENUE
Phone: Point Loma 152

Repair Work, Contracting, Estimates
Plumbers' Supplies and Heaters,

WATCH FOR ANNOUNCEMENT OPENING OF

The ---- Beauty Shop

5033 NEWPORT AVENUE

OPP. P. O., OCEAN BEACH.

Send us all of your Soiled Linens and Clothing Now and we will return 'em fresh and clean in ample time for Thanksgiving!

The AMERICAN LAUNDRY

5036 Niagara Avenue HARRY C. WING, Prop. Phone Pt. Loma 31

Dance to Music That Makes You Want to Dance

BENBOUGH'S
OCEAN BEACH DANCE PAVILION
"GARDEN OF EDEN"

Dancing Every Night and Sunday Afternoon--Except Monday
GOOD MUSIC! — Open All the Year — GOOD FLOOR!

Katherine's Kollum

By MRS. KIRK SMITH Phone, Point Loma 17.

IT'S TIME TO RENEW YOUR SUBSCRIPTIONS NOW!

SCHOOL GIRLS AND BOYS

Here's your chance to get some extra Christmas money, with very little effort. All of you have a lot of friends and acquaintances who will gladly help you by subscribing to The Beach News in order that you may receive a really worthwhile commission. Call at the office of publication, 4829 Saratoga avenue, for full particulars and subscription blanks.

Mail your Xmas parcels early.

◆ ◆ ◆

WELCOME NEW RESIDENTS

Mrs. Chas. A. Franks' parents, Mr. and Mrs. C. W. Clayes, and little neice are visiting her at her home on De Foe street. They have purchased the residence at 4558 Long Brench avenue and will make Ocean Beach their future home.

◆ ◆ ◆

Birthday Cards, Froide's, op. P. O.*

◆ ◆ ◆

DOUBLE BIRTHDAY DINNER

A double birthday dinner was given last Sunday in honor of Linzy Hartley and C. W. Clayes at the home of Mr. Clay's daughter, Mrs. Chas. A. Franks of De Foe street. Decorations were smilax and carnations. The last course served was a large birthday cake covered with lighted candles. A good time was enjoyed by all present.

◆ ◆ ◆

DEMISE OF MRS. C. J. BLOHM

After a long suffering illness, Mrs. Marie Blohm, wife of Claus J. Blohm, of 4836 Del Monte avenue, passed away last Wednesday, November 21, at St. Joseph's hospital, San Diego. She had reached her fifty-fourth year and was a native of Germany. with a wide circle of friends in this community. Funeral services will be held tomorrow, Saturday morning, at 10 o'clock, in Bradley & Woolman's chapel on C street, and private cremation will take place at the Greenwood crematory.

◆ ◆ ◆

Mr. and Mrs. Cal Hubbard of 4943 Santa Monica avenue, motored to Los Angeles last Saturday to celebrate the arrival of a brand new 12-pound nephew of Mrs. Hubbard, born on November 8th.

◆ ◆ ◆

Don't forget the **Bazaar and Rummage Sale,** now going on in the Sutcliffe block on Abbott street, and also the **Home Cooked Food Sale,** given by the ladies of the Congregational church tomorrow at Faber's Cash Grocery.

◆ ◆ ◆

Mrs. P. H. Peterson and daughters of Pawnee, Colo., arrived last week and expects to remain here for the winter. They are residing at 4952 Saratoga avenue. Mr. Peterson will be here in a couple of months.

◆ ◆ ◆

Mr. Charles Lester, son and daughter-in-law, and their two charming grandchildren, Jack and Vivian, all from Maniton, Colorado, have taken one of the Edgington cottages on Santa Monica avenue for the winter.

◆ ◆ ◆

Mrs. H. A. Lyman of 4921 Cape May avenue, left last Saturday for Long Beach, Los Angeles and Alhambra, to visit her children, and returned last Wednesday.

◆ ◆ ◆

Miss Albrecht of Pasadena is visiting her brother at 4643 Voltaire street.

Mail your Xmas parcels early.

◆ ◆ ◆

THE SHEPLEYS STILL ENJOYING AUTO CAMPING JOURNEY UP NORTH

Mrs. D. N. Shepley, who left last August with her husband on a camping trip toward the Canadian line, writes that they are having a most wonderful time. While in southern Oregon they feasted on apples, peaches and pears of the most delicious kind, and found the hunting and fishing one of their greatest delights. They camped at Rogue river for some time and are most profuse in their praise of the hospitality extended by the residents of that district. They visited the gold mines at Foot Creek and witnessed logging operations upon hundreds and hundreds of acres of fine timber land. Mrs. Shepley writes that the canning of vegetables of all kinds exceeds the greatest imagination, and there is a most plenteous supply of venison, salmon and ducks, with turkeys everywhere by the thousands. At present, Mr. and Mrs. Shepley are touring the San Jose region in their "house on wheels," having traveled over 1,800 miles, with very little car trouble, on all sorts of roads. Mrs. Shepley attends religious services quite regularly, and states that at a small house of worship, which she happily calls the "Little Brown Church in the Wildwood," she found four generations in attendance. On another occasion, she heard Rev. B. S. Moore, who recently returned from Japan, give an interesting description of his experience in the great earthquake disaster.

◆ ◆ ◆

Thanksgiving Cards at FROIDE'S.

◆ ◆ ◆

Mr. and Mrs. E. J. Booth of 4592 Coronado avenue, announce the arrival of a fine baby boy, born at St. Joseph's hospital, November 20th. He has been named Robert Edward. Mother and son are doing splendidly.

◆ ◆ ◆

Mrs. W. N. Douglass and daughters of 4776 Del Monte avenue, enjoyed a ten days' visit in Los Angeles recently. Mrs. Douglass drove her own car there and back.

◆ ◆ ◆

Mrs. L. M. Westcott of 1767 DeFoe street, accompanied by Mr. and Mrs. Paul Stevens of San iDego, motored to Los Angeles recently and returned this week.

◆ ◆ ◆

Mr. and Mrs. L. E. Ryan of 4744 Del Monte avenue, expect to motor to Los Angeles the latter part of this week. Mr. Ryan is one of our efficient members of the O. B. fire department.

◆ ◆ ◆

Mr. and Mrs. C. W. Clayes, parents of Mrs. C. A. Franks of 2232 DeFoe street, have arrived from the middle west to make their home here. Their granddaughter accompanied them and they will reside at "The Cabin" on Long Branch avenue.

◆ ◆ ◆

Don't forget to attend the Firemen's relief association fourteenth annual ball at the Civic auditorium, Nov. 28. They stand by us, and we must stand by them.

◆ ◆ ◆

Mr. and Mrs. Cremer, who spent last winter at Ocean Beach, residing on Froude street, were the guests of Mr. and Mrs. J. S. Padgett at 4649 Voltaire street, last Sunday. Mr. and Mrs. Cremer are at present living in San Diego.

◆ ◆ ◆

Mr. and Mrs. W. H. Lenny have moved from the Bridge Oil station to their new home on Muir avenue.

◆ ◆ ◆

Be on hand early for the **Home-cooked Food Sale,** given by the ladies of the Congregational church at **Faber's Cash Grocery** on Newport avenue, tomorrow, Saturday, Nov. 24.

LOS ANGELES — Special correspondent, MRS. ELLA SNEL, 415 West 37th street, Los Angeles, Calif.

BAZAAR AND RUMMAGE SALE

Starting Tuesday, Nov. 20, and continuing for a week, the ladies of the Congregational church will hold a BAZAAR and RUMMAGE SALE in the Sutcliffe building on Abbott street, and on Saturday, Nov. 24, there will be a HOME-COOKED FOOD SALE. Everybody is invited to help along in a good cause.

SUNSET CREST

(Highest Point of Sunset Cliffs)
CHAS. M. WHEELER, Prop.
Cable St. and Orchard Ave.
Beautiful Cement Bungalows, four rooms with bath, completely furnished $45 to $50 and Up Per Month.
Fireproof Garages

Are You A Brown Mouse?

Residence Phone Point Loma 16 Office Phone Point Loma 72-J

Dr. F. J. Ratty
PHYSICIAN and SURGEON
Res., 4820 Cape May Avenue, Office, 5024 Newport Ave.

Are You A Brown Mouse?

O.B. Gleaners
R.D.CRAPO, Prop
Cleaning Dyeing Pressing
1928 Bacon St.
Phone Point Loma 30-J

Are You A Brown Mouse?

STILES

We Specialize In
Vegetable and Flower Seeds
Poultry and Bee Supplies.
630 E STREET SAN DIEGO

ARE YOU A BROWN MOUSE?

San Diego's All-Year-Round TOY LAND

CHILDREN'S Indoor and Outdoor PLAYTHINGS
Phone 625-70

PASSMORE'S
Bird and Toy Store
Sixth and B Sts., San Diego
Gold Fish and Aquariums
Bird, Dog and Cat Remedies
St. Andreasburg Canaries.

SAN DIEGO'S OLDEST BIRD STORE

ARE YOU A BROWN MOUSE?

ICE CREAM FOUNTAIN DRINKS
After the Show come and Enjoy a DELICIOUS OYSTER STEW
HARRY'S PLACE
Cor. Bacon St. and Newport Ave.

Are You A Brown Mouse?

C. Townsend Brown
The Best Art Service For the Money
Commercial Designs
Posters, Signs
Showcards
Birdseye Views
5050 NIAGARA AVENUE
Ocean Beach California

Are You A Brown Mouse?

The BEAD SHOP
BATIKA VASES
Just received from Europe, over 400 beautiful vases. The prettiest and most reasonable Christmas gifts in town. Come in and see them, whether you wish to buy or not.
533 B Street, bet. 5th and 6th
Opp. Commonwealth Bldg., S. D.

ARE YOU A BROWN MOUSE?

◆ ◆ ◆

Please mention The Beach News in your dealings with the patrons of our advertising columns.

First and foremost a home paper. We appreciate your patronage.

OCEAN THEATRE

COMING SATURDAY
That Famous Play
"TRILBY"
Admission 15c and 20c

COMING SUNDAY
ALICE BRADY
—in—
"ANNA ASCENDS"
* * *
"FIGHTING BLOOD"
Round No. 5
Admission 15c and 20c

WEDNESDAY
J. Warren Kerrigan
Star of "The Covered Wagon"
—in—
"THE GIRL OF THE GOLDEN WEST"

SPECIAL
THURSDAY—THANKSGIVING
REGINALD DENNY
"THE KENTUCKY DERBY"
Admission Children 15c, Adults 30

Come early—doors open at 7:15

Are You A Brown Mouse?

Phone Pt. Loma 46-J Sunset Cliffs
Crags Apartments
Delmar Ave. 1 Block W. Paved Highway
Two Blocks South from O. B. Car Ter.
Every Apartment Gives Hill and Ocean Exposure. Complete Equipment Included in Rates.

Are you a Brown Mouse?

Phone Point Loma 214-J
D. C. CROSBY
Real Estate and Insurance
4930 Muir Ave., Ocean Beach
Houses and Lots For Sale
Beach Cottages For Rent

Are you a Brown Mouse?

T. J. ELLIS
Painting Contractor
Carpentering
ESTIMATES FREE
4811 BRIGHTON AVENUE
Box 1061 Ocean Beach, Calif.

Are you a Brown Mouse?

Phone Point Loma 259-J
E. K. BURDETTE
PLUMBING
Contracting, Estimating, Jobbing
2005 Bacon St. Ocean Beach.

Are you a Brown Mouse?

SUNSET GARAGE
TURNER B. KLINE
1916 Bacon Street
Ocean Beach, Calif.
Phone: Point Loma 20-J

Are you a Brown Mouse?

The BLUEJACKET
DANIEL HANSONL, Prop.
Newport Av., Op. O. B. Postoffice
Formerly the Blue Front
All kinds of Soft Drinks, Candies, Cigars, Cigarettes and Smoking Tobacco

Are you a Brown Mouse?

SAN DIEGO
Army and Navy Academy
Prep for College, West Point and Annapolis—Enjoys University of California's Highest Scholastic Rating.
THOROUGH MILITARY INSTRUCTION
CHRISTIAN INFLUENCES
LAND AND AQUATIC SPORTS
ENTIRE YEAR
Located on Ocean
Phone, Pacific Beach 172
COL. THOS. A. DAVIS, Pres.

IF YOU HAVE

Rooms for Rent

Try our Classified Ads, for Quick Results—Only a dime a line, five words to the line, payable in advance.

THE BEACH NEWS

AN INDEPENDENT PAPER
Promoting the Progress of the Beach Sections of San Diego and the Entire Point Loma Peninsula
PUBLISHED EVERY FRIDAY
4829 Saratoga Avenue, Ocean Beach, California.
Phone Point Loma 17

KIRK SMITH.....Editor-Owner
KATHERINE SMITH....Sec'y.-Treas.

Subscription Price, $1.00 a Year
IN ADVANCE
Single Copies.....5 Cents

Advertising Rates Upon Application
LOCAL READERS—Fifteen cents a line, averaging five words to line.
CLASSIFIED ADS—Ten cents per line, averaging five words to line.

"Entered as second-class matter December 1, 1922, at the Postoffice at Ocean Beach, California, under the Act of March 3, 1879."

FRIDAY, November 23, 1923

News contributors and advertising patrons will please take notice that the forms of The Beach News close at noon every Thursday and will greatly oblige by submitting their favors accordingly. Write on one side of the paper only.

ARE YOU
A BROWN MOUSE?

SPECIAL NOTICE

SOME TIMELY ADVICE
WITH POSTAL INSTRUCTIONS
ABOUT CHRISTMAS MAIL

In a postal bulletin issued by the U. S. government, it is announced that compliance with the following instructions will not only be helpful to the postal service in the dispatch and delivery of mail, but will result in more satisfactory service to the advantage of all concerned.

Prepay postage fully on all matter, and address plainly and completely, giving street address whenever possible.

Place sender's name and address in upper left corner of address side.

Pack articles carefully in strong, durable containers and wrap securely, but do not seal them.

Parcels may be marked "Do not open until Christmas."

Insure valuable parcels.

Do not inclose letters with parcels, as doing so would subject entire parcels to letter postage.

Written greetings, such as "Merry Xmas," "Happy New Year," "With Best Wishes" and names, numbers or symbols for the purpose of description may be enclosed with fourth-class (parcel post) mail. Other written additions subject parcels to letter postage.

Postmaster Rankin of the Ocean Beach postoffice, respectfully urges patrons to observe the conditions enumerated above and earnestly requests the early mailing of holiday mail in order to facilitate prompt handling during the approaching Yuletide season.

A THORN MIDST THE ROSES

Here's the queerest one ever heard in the way of an excuse by a well-known lady of the community in declining the renewal of her subscription to this home paper:

"I would continue to subscribe, only you have published too many nice things about some of my enemies."

Thank you, dear lady, your alibi unconsciously caries a compliment, and we still hope to number you among our growing circle of readers.

EASTRIDGE-BRAZIER

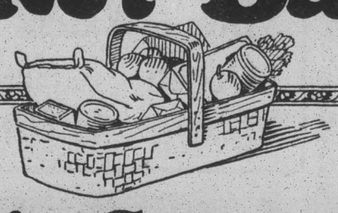
At 12:30 p. m. last Sunday, Rev. F. J. Stoetzel solemnized the marriage of William H. Eastridge and Mrs. Jennie Brazier at the Congregational church Ocean Beach. Miss Kate Spani and Miss Mary Brose acted as witnesses. Mr. Eastridge was formerly the proprietor of the Ocean Beach restaurant on Newport avenue, and Mrs. Brazier is a well-known resident of San Diego. The newly wedded couple will make their home in Encanto.

YOU'RE READING THIS. And so are thousands of other good people, who would also see YOUR business announcement if placed here.

Prosperity!—Feel it, talk it, know it—Advertise!

FILL YOUR *Thanksgiving*

Market Basket



at Faber's Grocery Stores

Place Your Order for
MINCE PIES and FRUIT CAKE
NOW
For Your Thanksgiving Dinner
OCEAN BEACH
BAKERY
1877 Bacon Street
Phone Point Loma 72-W

LET YOUR LINEN LIVE LONG!
IF IT'S LAUNDRY WORK, WE DO IT!
POINT LOMA LAUNDRY
—Wst Wash, Rough Dry, Semi-Finish and Finish Work—
Once a Customer, Always a Customer.
LAUNDRY CALLED FOR AND DELIVERED.
Phone, Point Loma 378.

DAILY TRIPS TO SAN DIEGO AND POINT LOMA
REID TRANSFER
1885 Bacon Street. FREIGHT BAGGAGE JOBBING MOVING Ocean Beach
Residence Phone Point Loma 125-J
STORAGE
FEED, FUEL and HARDWARE
Office Phone Point Loma 136

Watkins Products
You will find many suitable Xmas GIFTS in this line.
FOR FATHER — Shaving Cream, Talcums, or Toilet Water.
FOR MOTHER and Sister—Some of the Supreme Garda Toilet preparations.
FOR THE KIDDIES—Tooth Paste, Gum, Candy, Mints.
The Watkins' plan of "In Your Own Home Buying" is ideal for Christmas Shopping.
Write, phone, or call M. R. Lyons, 4428 Alabama street, San Diego. Phone Hillcrest 2169-W, for complete demonstration.

Hay, Grain
Wood, Coal
Poultry, Rabbit, Bird Supplies and Remedies
Baby Chicks
Esco Electric Brooders
Seeds. Trucking

OCEAN BEACH
Feed, Fuel, Paint and Express
EARL J. HAAS, Mgr.
1926 BACON STREET
Telephone: Point Loma 20-W

Sherwin-Williams (Paints SWP)
Old Dutch Enamel
Marnot, Scarnot and Rexpar Varnish
Floorlac
Brushes, Wall Paper
Roofing

Is It? A CHEVROLET?—Ask Henry Eulberg.
A STAR?—Ask Lowell A. Shaffer.
A GRAY?—Ask Turner B. Kline.
A FORD?—Ask "Bert" Schneider. ?

A year's subscription to THE BEACH NEWS for the best solution of this car cognomen puzzle, received before Thanksgiving day.

Classified ads. get quick results

CLASSIFIED ADS

ONLY A DIME A LINE
TERMS CASH
Rates, 10 cents per line, averaging 5 words to a line. No advertisement for less than 30 cents, all payable in Advance

FOR SALE—Fat, young roasting chickens; R. I. Reds. Fresh eggs. "Woodmere," 4729 Cape May Ave. Phone Pt. Loma 206-J.

WANTED TO BUY—A child's high chair; reasonable. 2232 DeFoe street. P. O. Box 642.

WANTED—Work of all kinds—painting, kalsomining and general repairing. Phone Point Loma 20-W.

FOR SALE—Fat ducks for Thanksgiving. 4953 Saratoga avenue, Ocean Beach.

WANTED—Work by the hour, or washing neatly done. Phone Point Loma 385-J. 4504 Guizot street,

WANTED—Hauling, leveling, and plowing; teams, wagons and tools furnished; landscape gardening; trees and shrubs planted; vacant lots cultivated and fenced; outdoor job work of all kinds at the Beaches. Reasonable charges. See or write NEIL MORRISON, 4519 Bermuda Ave., Ocean Beach.

SPECIAL — Advertising solicitor for holiday season wanted. Splendid proposition, exclusive territory. Phone Point Loma 17 for appointment.

SUN : MOON : TIDE

NOVEMBER ALMANAC
(Bold face type denotes p. m.)

	Sun Rises	Sun Sets	Moon Rises p. m.	High		Tides	Low
23	6:28	4:44	5:21	8:37	6.1	2:26	1.9
				9:50	**4.0**	**3:38**	**0.2**
24	6:28	4:44	6:03	9:03	6.0	2:47	2.0
				10:27	**3.9**	**4:08**	**0.2**
25	6:29	4:44	6:49	9:29	5.9	3:11	2.2
				11:06	**3.7**	**4:40**	**0.1**
26	6:30	4:43	7:39	9:58	5.8	3:36	2.3
				11:54	**3.6**	**5:15**	**0.1**
27	6:31	4:43	8:32	10:30	5.5	4:09	2.6
						5:56	**0.3**
28	6:32	4:43	9:28	0:47	3.6	4:50	2.8
				11:09	**5.2**	**6:45**	**0.5**
29	6:33	4:42	10:26	1:52	3.6	5:54	3.0
				12:00	**4.8**	**7:43**	**0.6**
30	6:34	4:42	11:26	3:02	3.9	7:38	3.1
				1:17	**4.4**	**8:49**	**0.8**

New moon Nov. 8 at 3:27 p. m.
Full moon Nov. 23 at 12:58 p. m.

* * * * * * * * * * * * *

POSTOFFICE SCHEDULE
(H. K. Rankin, Postmaster)

Mail arrives 10 a. m., departs 11 a. m.; arrives at 4 p. m., departs at 4:30 p. m. Mail closes fifteen minutes before departure. General delivery open 8 a. m. to 6 p. m., except on Sundays and legal holidays.

* * * * * * * * * * * * *

FIRE! FIRE!! FIRE!!!

In the event of fire or any emergency requiring the services of the Ocean Beach Fire Department
Phone 622-44

* * * * * * * * * * * * *

POLICE! POLICE!!

The Police Station is located on Abbott street, the foot of Santa Monica avenue, and the phone number is
Point Loma 4.

* * * * * * * * * * * * *

Church News

* * *

CHRISTIAN SCIENCE SOCIETY
1965 Abbott Street, Ocean Beach

Services are held as follows:
Sunday morning at 11 o'clock.
Sunday School, 9:45 a. m.
Wednesday evening at 8 o'clock.

Thanksgiving service will be held in the rooms of the Christian Science Society, 1965 Abbott street, on Thursday, November 29, 1923, at 10:30 a. m.

◆ ◆ ◆

FIRST BAPTIST CHURCH OF OCEAN BEACH
DeFoe Street at Santa Monica Ave

Sunday—Worship and preaching at 11 a. m. and 7:30 p. m. Bible school at 9:45 a. m. Young People's Union at 6:30 p. m.
Wednesday — Mid-week meeting for praise, prayer and conference at 7:30 p. m. All are invited to these meetings.

◆ ◆ ◆

UNION CONGREGATIONAL CHURCH
Rev. Frederic J. Stoetzel, Pastor

Sunday school at 8:45 a. m.
Morning worship at 11 o'clock.
Evening service at 7:30 o'clock.

◆ ◆ ◆

CATHOLIC CHURCH
(Corner Defoe Street and Santa Monica Avenue)
Pastor: Rev. Declan E. Foley.

Sundays—Morning service, 8:30; Evening service, 7:30; Sunday school, 9:30 a. m.
Week Days—Service at 8:00 a. m.
At Roseville, Sundays—Service at 10:30 a. m.; Sunday school 11:30 a. m.

◆ ◆ ◆

TRINITY MISSION EPISCOPAL
REV. ARTHUR C. DODD, IN CHARGE

Sunday school at 9:45 a. m.
Morning service at 11.
Sunday school and morning service held at 5006 Niagara avenue.

* SUBSCRIBE NOW! *

?Are You a BROWN MOUSE?

Makes Our Ears Tingle

CONSTRUCTIVE, NOT DESTRUCTIVE

Mr. and Mrs. Kirk Smith, Publishers of the Beach News:

Congratulations upon the first anniversary of your snappy little paper. I certainly get a kick out of reading its wholesome news, and only regret we haven't a few more live wires like you in our delightful "suburbs."

MRS. S. E. JORDAN.
"Peek-In" Tea Room.

P. S.—Yours for building up, not tearing down.

◆ ◆ ◆

NEW MEXICO LIKES US

Albuquerque, N. Mex.

To The Beach News, Ocean Beach, Calif.:

Enclosed find check for one dollar ($1.00) for which please renew my subscription for one year. Respectfully,

T. J. FORD.
518 W. Coal Ave.

◆ ◆ ◆

RENEWAL CONGRATULATIONS

5028 Muir Ave., Ocean Beach.

Mr. and Mrs. Smith, The Beach News:

In renewing my subscription, permit me to congratulate you on the splendid paper you have built up in one short year. Yours truly,

ROSE MORRISON.

◆ ◆ ◆

ENJOYING THE PAPER

Mr. and Mrs. J. Graff of 2078 De Foe street have turned in their renewal subscription with the statement that "they are enjoying The Beach News very, very much, and are glad to see it grow."

◆ ◆ ◆

GLAD OF OUR GROWTH

Mrs. M. E. Hiatt sent a dollar with renewal slip and the added statement that she was "glad to see its splendid growth."

◆ ◆ ◆

Picture Frames, Froide's, opp. P.O.

Pacific Beach

ARE YOU
A BROWN MOUSE?

PACIFIC BEACH Community League

* * * * * * * * * * * * * *

Organized to Advance the Best Interests of Pacific Beach

* * * * * * * * * * * * * *

H. A. HODGE, Chairman
CARL S. CLARK, Vice-Chairman
FRED L. BROPHY, Secy-Treas.

✦ ✦ ✦

Regular meetings every first and third Monday evening at P. B. Reading Clubhouse.

PACIFIC BEACH PRESBYTERIAN CHURCH

A Community Church, Where All Denominations Are Welcome.

Rev. J. W. Millar, Pastor, 1828 Missouri Ave., Pacific Beach.

Sunday school, 9:45 a. m., preaching, 11 a. m., Christian Endeavor, 7 p. m. Ladies' Aid and Missionary Societies, last Tuesday of each month.

Brophyisms

(Contributed from Pacific Beach)

OBLIGING SECRETARY GIVES GRAPHIC DESCRIPTION OF BIG EATS AND FUN

Pacific Beach, Calif., Nov. 21,

Dear Friend Kirk:

History was made on Tuesday evening, November 20, when the largest and hungriest mob of individuals that ever stormed the Womens' Reading Club house attacked the kitchen from all angles, the rear guard retreating after the main skirmish with the rib bones of four trophies.

Promptly at 6:15 p. m. all looked well but at 6:20 it seemed to the ever faithful handful of kitchen mechanics that all the restaurants in the state must have closed up shop as they wee literally swept off their feet in trying to take care of those who were fortunate enough to get inside the doors.

The gang stuck to their jobs like a California flea to a new-comer. Not a word of complaint was heard with the exception of Brother Pratt bawling out George Brooks for not counting the peas on each plate, and Carl Clark taking a fall out of Percy Eldridge for trying to carve the beef with a tea strainer. Bill Carter was everywhere at the same time so no one could find fault with his job, and friend Piburn with a Mary Garden apron hanging from his chin, looked like a million dollars as a waiter. Mr. Martin split the baked potatoes with a dull knife, while his namesake, Roffe, the road expert and pool shark sharpened his eye-teeth on what was supposed to be a rib, but "Ruff" claims this morning that Eve must have beaten him to it.

It was great while it lasted, and after the smoke and dust had cleared away those who had "put it over" repaired to the kitchen and partook of portions of bread and gravy, some of them being fortunate enough to win a small piece of pie that had been "cashed" away for future use. The only things left were a few olives, pickles, coffee grounds and fifty thousand dirty dishes, knives, forks and spoons.

We did not realize that we were short anything until the musicians pulled "Yes, We Have No Bananas," but it was too late then as the stores were closed, so we served plain and fancy water without ice.

Ocean Beach was represented by a large delegation headed by ye popular editor, Kirk Smith, who followed the outfit in Sig Matty's truck which was sent over to bring along the overflow. What 'de ye mean, "overflow"? (Kirk speaking.)

The committee on relics requests all those from Ocean Beach who attended to return the rib bones which were served at the second table as we want to use them again at the next shine. No one could be found in town who drew one so we assume all were served to our Ocean Beach friends. We didn't have time to tell you how pleased we were to see you or thank you for coming, but hope to make up the deficiency at some future time when we'll have less time to eat and more to talk.

One thing you deserve credit for in particular and for which the thanks of the entire community is due, including that of my brother who lives in Rochester, N. Y., when he's at home, is your unselfishness in letting us hear Mr. and Mrs. J. T. Smith sing. They were great, and we promise to return the compliment at your next blowout by sending over a trio of yodlers (parcel post) to show the effect of the climate of Pacific Beach on the plumbing of the larnyx from the Adam's apple south.

Mrs. Martin's stories and recitations were the best ever heard under the shingles of the clubhouse and had her worst half been able to get away from his potato cutting job we're sure he could have been able to "do his stuff too." We have him with us now so we'll hook him the next time.

After the kiddies were corralled and tucked away in the hay, dancing held foth until someone said it was time to go home, and we went, not that we wanted to, but tomorrow is another day and man, dear, what a sight we had to face. But it's all straightened away and ready for the next one, which we hope to hold in the near future, yet on somewhat different plans. We gave the youngsters a good time and hope to give them more, but the next shine will probably be for the old-timers, when we'll have more opportunity to talk between ourselves over the Java. Kindly pass the cream and sugar. 'Nuff sed!

FRED L. BROPHY.

✦ ✦ ✦

PACIFIC BEACH SCHOOL NOTES

By Roberta Durham and Thelma Slattery

An entertainment will be given on Friday night, November 23, at the school house. Every room in the school will have some part in the program. After the entertainment the people may go through the building and see the work of the pupils which will be on exhibition. The entertainment will start at 7:30 o'clock. Everybody is invited.

Everyone who would like to contribute anything for the poor people Thanksgiving, such as old clothes, jams, jellies and so on, may leave them at the school house Monday and they certainly will be appreciated.

The fifth and sixth grades are going to have a candy sale Thursday, to help pay for their canary bird.

Friday afternoon the Girl Scouts took a very successful hike up the road to Soledad, where each one cooked her own supper. They had a very good time.

The third and fourth grades have been making Indian suits for their Mission play, which is to be given after Christmas.

MICKIE SAYS—

DID YA EVER SEE A COW SAWIN' ITS NECK ON A BARBED WIRE FENCE, EATIN' GRASS ON TH' OTHER SIDE? NO BETTER GRASS — JEST FURTHER AWAY! REMINDS ME OF FOLKS WHO SEND AWAY FER THEIR PRINTING!
GIVE US YOUR PRINTING! WE CAN DO IT
CHARLES BRIGHAM

SUBSCRIBE NOW!

Messrs. Merchants:

You believe in Organization and Co-operation. No doubt about that.

Organization and Co-operation are found in the Phonograph. The cogs and springs are so organized that perfect co-operation is possible.

But you've got to attach a HORN to the outfit if you would have people know about it.

Use the Beach News as YOUR HORN for increasing your business.

Try Persistent Publicity

C San Diego and its BEACHES

The MISSION BEACH

$2,000,000.00 Development

Program Insures for San Diego's Finest BEACH Section a Growth and Prosperity rivaling that of Los Angeles beach cities.

Don't Watch Mission and Ocean Beaches Grow --- *Grow With Them!*

MISSION BEACH COMPANY
101 Broadway, Spreckels Theatre Bldg.
S.E. Cor. Broadway and 1st St., San Diego
Geo. L. Barney--SALES AGENTS--T. A. Rife
TRACT OFFICE OPEN DAILY

CANDY for All the Family

Nice Fresh Line of CHOCOLATES and BON BONS for Thanksgiving. Complete assortment of *HOME-MADE CANDIES*

Ocean Beach Candy Kitchen
Old P. O. Building - - Newport Avenue

Special Shipment of
IMPERIAL VALLEY
TURKEYS
For Thanksgiving—Order Now

Cundell's
MEAT MARKET

Newport Ave., Ocean Beach.
Phone Point Loma 296.

J. B. MASSE'S
LOCK and KEY Works
ELECTRICAL APPLIANCES REPAIRED
RE-KEY ANY LOCK
Fishing Tackle Fixed Like New
1957 Abbott Street - O. B. Library Block - Ocean Beach

OCEAN BEACH GARAGE
HENRY EULBERG, Proprietor
BEST EQUIPPED FOR SERVICE
AUTOMOBILE REPAIRING
Authorized FORD and CHEVROLET Service
4868 Newport Avenue PHONE POINT LOMA 77-W
Two Blocks East of Dance Pavilion

FREE! FREE!
Leave Your Subscriptions for
The Beach News
at Froide's Foto Finishing Co.
Opp. Postoffice - 5019 Newport Ave., Ocean Beach
AND GET A
7x11 Enlargement FREE

Phone Point Loma 49
OCEAN BEACH LUMBER COMPANY
H. H. REID & SON, Proprietors 5050 Newport Avenue
Lumber, Cement, Roofing Paper
Paints, Hardware and Household Supplies
Lumber Estimates Cheerfully Given

I. A. HOLDRIDGE Res. Phone: Pt. Loma 144-W-K
H. LANCASTER Res. Phone: Pt. Loma 121
Real Estate and Rentals
Office Phone: Pt. Loma 382 5038 NEWPORT AVENUE

DELIGHTFUL LUNCHEON PARTY

Mrs. Lillian A. Kline of 1320 A street, San Diego, entertained at a delicious luncheon last Saturday afternoon, complimenting Mrs. Arvilla Kromer Pierce. Vocal and musical numbers by Mrs. Moriarty were enjoyed. The rooms looked beautiful in their holiday garb of holly and pepper boughs. Following were the invited guests: The Mesdames Philip Pierce, Dr. Katryn Holden Kromer, Gustav Harding, John Moriarty, Louise Stevens, George Dillon, Fred Sloper, Wm. Hart, Mary Klamer, Alex Lyall, H. W. Schofield, Charles Smith, Chas. Kouken, N. Coleman, Curtis Coleman, Fred Blankenburg, G. Hartell, George Blackburn, Wm. Thorne, Fred Hawksworth, Flora Loftus, all of San Diego; Misses Mary and Eva Slater, Mrs. Chas. Parmelee, Miss Lou Pamelee, Miss Emily Smith, Mrs. J. W. Harrison, Mrs. Arthur Reed, Mrs. Rose Hartwick, Mrs. H. Martin, Mrs. Joan Hanford, Mrs. Anna Wise, Mrs. Henry Eulberg, Mrs. J. C. Mather of Ocean Beach; Mrs. Wm. Rolffe, La Jolla. Mrs. Chas. Cooper, Nestor; Ms. Al Areldson, Pacific Beach; Miss Martha Kline, Miss Alice Thamsen served.

SPEND YOUR DIMES AND DOLLARS AT HOME

Phone or send your orders for PRINTING, from the smallest card to a poster, to **The Beach News**, for service and satisfaction.

IZEN!

A new product that is introduced to Ocean Beach motorists, will keep all bright metal parts of their machines bright

WITHOUT POLISHING

Preserving the Life of the Metal at the Same Time.

IZEN Is a Transparent Fluid That Dries in Five Minutes.

It's Not a Polish—It Simply Forms an Invisible Coating Over Metal Surfaces, Preventing Rust, Stain and Tarnish: Izen is not affected by the elements and the polished metal on your car (treated with Izen) will remain bright indefinitely regardless of fog, rain, dust or heat.

IZEN PREVENTS: Rust, Stain, Corrosion and Saves You the Labor of Further Polishing.

75c a Package.

MAINE GARAGE
5040 Newport Avenue
Ocean Beach, Calif.
PHONE POINT LOMA 382

SUBSCRIBE NOW

if it's in the line of Printing

From a Visiting Card to a Picture
We Can Satisfy You With Quality, Quantity and Service
JOB PRINTING DEPT.
The Beach News
Phone Point Loma 17
4829 Saratoga Avenue,
Ocean Beach, California

MISSION BEACH CAR LINE

TIME SCHEDULE NO. 15
(In effect July 1, 1923).

Lv. S.D.	Lv. O. B.	Lv. M. B.
6:45 a.m.	7:20 a.m.	7:00 a.m.
7:30	8:05	7:45
9:45	10:20	10:15
10:30	11:05	10:55
11:15	11:30	11:40
12:00 noon	12:35 p.m.	12:25 p.m.
12:45 p.m.	1:20 p.m.	1.10 p.m.
1:30	2:05	1:55
2:15	2:50	2:40
3:00	3:35	3.25
4:07	4:50	4:40
4:52	5:35	5:25
5:37	6:20	6:10
6:22	7:05	6:55

(Subject to change without notice)

Arrangements will be made for special night car service, any day of the week, for parties, by notifying office at Mission Beach Tent City.

Community Forum

THIS COLUMN OPEN TO ALL ON ANY SUBJECT

This Forum is open to our readers for the expression of opinions and criticisms, whether favorable or unfavorable, on any and all subjects and questions affecting the Beach communities. The views herein expressed are not necessarily our views. We do not ask you to agree with them or with us. We will publish as many reasonable letters each week as space will permit. Please write on one side of the paper only; and sign all communications, not obligatory for publication, unless so requested, but as an evidence of good faith.

THE EDITOR.

MOTHER DEFENDS HER BOY

Editor **The Beach News:**

In answer to the article entitled "Rowdyism," published in last week's Beach News, I would like to make a few truthful explanatory remarks.

Being the mother of "our boy," I think it is really too bad that the contributor "Zenas" so often writes such nasty, insinuating articles in our local paper, said articles to my notion being far more disgraceful than anything all "our boys" in Ocean Beach could do. He knows nothing whatever concerning this case, other than reading the daily papers. His article from beginning to end is false. The fifteen rowdies of which he so badly speaks, simmers down to four and I hardly think the good mothers and fathers of those boys like the idea of this slander any better than I do.

There is not only a law forbidding brutes to pound children, but there is also one if I am not mistaken forbidding slander, and I would like this "Zenas" to know that my boy and the other boys are not "toughs" or rowdies, as my living at Ocean Beach six years proves.

It is no use going into details regarding this case, other than to say you cannot fight a corporation. The daily papers were fixed to suit their side notwithstanding our knowledge of the truth. The boys were not breaking seats, smashing windows or cutting bell cords. Our boy was beaten because he made a face at the conductor and answered him back—both of which I do not approve, but neither do I approve of a so-called man doing the beating, nor would any other mother or father on this beach if they saw this conductor and the condition in which our boy came home. The beating was made very light of in all the papers, yet I hope the Zenas writer will be kind and Christian-like enough to find out all the truth of a thing before he tries to blacken the character of anyone else.

MRS. J. W. LOSEY.

✦ ✦ ✦

HINKEY-DINK AND BATH-HOUSE JOHN

If the writer of the spicy contribution, signed "Hinkey-Dink and Bath-House John" will send his right name, not necessarily for publication but as evidence of good faith, in accordance with established newspaper ethics, the communication will be duly published. Anonymous letters are never printed in these columns. The article is particularly pointed and pertinent, and is deserving of publicity if the author will simply submit his name.

PRAISES PROF. ADAMSON

W. M. Mason, who recently arrived in Ocean Beach from the east, suffering with nervous disorders with which he had been afflicted for over twenty years, has nothing but praise for the greatly beneficial results he has received in a few treatments by Prof. N. F. Adamson, the well and favorably known nerve specialist.

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